

Come down town tonight
and inspect the
Window Displays
—They show the newest in
fashionable merchandise for
fall.



Hudson's Bay Company

INCORPORATED 2ND MAY 1670.



Regular visits to the
**H.B.C.
Beauty Shop**
will give you confidence in
your personal appearance.

Presentation of Fashionable New Apparel for Women

Coats, Dresses, Furs, Millinery, Silks and smart accessories of dress, demonstrating this store's preparedness to outfit fashion-loving women with the new and beautiful.



The New Fall Coats are Generously Fur-Trimmed

—The new coats give a feeling of freedom—a flare, a drape, a few tucks—and generously fur trimmed.
—Fashioned from pin point, broadcloth, duvetyne, broadtail and needlepoint.
—The popular colors are warm browns, wine reds, lava green, navy blue and black.
Moderately priced from \$25 to \$125
Second Floor, H.B.C.

Do No Fail to Visit the New and Enlarged Fur Department, Fifth Floor

—It is one of the finest departments of its kind in Western Canada, offering a choice selection of the most reliable furs at reasonable cost.
—When you are in the store tomorrow, take the elevator to fifth floor, and inspect this enlarged department.
Fifth Floor, H.B.C.

New Apparel for Little Tots and Older Girls in Our Children's Department

SMART NEW COATS—For Girls 8 to 14 years

—Fashioned in the newest and smartest fall styles from fine velours, duvetyne and broadcloth. Warmly lined and interlined. Richly trimmed with generous size fur collars and cuffs. Shown in a complete selection of the wanted fall shades. Priced from \$9.95 to \$29.95

SMART LITTLE COATS FOR "WEE" TOTS

—Cute little coats of lamb's wool, chinilla and curly bear cloth. Warmly lined with flannel-ette. Choice of large shawl collar or small round collar. Trimmed with broad and frog ermine. Priced at \$4.50 to 7.50
—Note—Bonnets and hats to match these coats. Several styles. Priced from 85c to 1.95

NEW FLANNEL DRESSES—For Girls 8 to 14 years

—Stylish dresses made of good quality flannel in combination of plain and small checks. Shown in rose, blue, green and beige. Priced at \$5.50 to 6.50
Second Floor, H.B.C.

AUTUMN GLOVES and HOSIERY



—FRENCH kid gloves, Pair 2.95 to 4.50
—Fur lined Capote gloves, Pair 6.50
—Silk lined suede gloves, Pair 5.50
—Washable Chamois gloves, Slip on and 2 done 2.25 to 4.50
Pair 2.50 and 3.50
—"ORIENT" light service weight hose, Pair \$2
—"ORIENT" silk to the top hose, Pair 2.25
—"KAYSER" silk to the top hose, Pair 2.50
—"KAYSER" service weight hose with slipper heels, Pair 1.75
—"KAYSER" Chiffon hose with slipper heels, Pair 1.95
—ENGLISH all wool fancy check hose, Pair 2.25 to \$3
Main Floor, H.B.C.

The Dress Hand Bag

—The fashionable costume is incomplete without a suitable handbag. Bags of similar or contrasting colors are shown in infinite variety. Bags from the foremost British, Canadian and American makers. Leathers are new and beautiful—water snake, black antelope, colored calf, colored patent, murex, crushed murex in color combinations which are entirely new.

—For smart afternoon wear we suggest a series of underarm or pouch styles—in charming some very handsome colorings. Price at \$10, 12.50 and \$15.

Dainty Costume Jewelry

—Pearls, rhinestones, colored beads in many attractive combinations are indicated and many extremely attractive pieces are shown.

—The 60-inch strings of pearls are especially good in combination with black beads. Priced at 7.50.

The Costume Flower

—The smaller flower of leather, felt, velvet or silk for street wear and the larger flower of more delicate materials is suggested for evening. Shaggy flowers are particularly good and most attractive in the morning glory in delicate colors at \$2.

Handkerchiefs of Quality

—A complete showing of French, Swiss and British made handkerchiefs of silk, voile or fine linen. The colored handkerchiefs still continue in favor. Particular is featured is the costume handkerchiefs which are especially popular.

—At 40c—French silk with rolled edges in a great assortment of colors.

—At 75c—Creme de chine centres with lace edges or in painted designs—all beautifully colored.

Montag's Fashionable Writing Paper

—Your letter will be more appreciated if written on this distinctive stationery.

—MELLOWSPUN — A ripple finished double edge writing paper and envelopes which will appeal to the most fastidious. The paper and envelopes are of large size and in four new season's shades—blonde, grey, lavender and white. Moderately priced at \$1.

—OLD ENGLISH CRUSTED BOND—A beautifully finished paper with double edge, in white, 1.50.

—RUE DE LA PAIX CORRESPONDENCE CARDS — Double edged, four colored interlined envelopes. Per box, 1.50.

See Special Display of Paper in Windows, Main Floor, H.B.C.

The Whole World Contributes to Your Loveliness Through These Famous

ELIZABETH ARDEN Venetian Beauty Preparations

—Her Paris salon sends the latest news of countries and months. The London salon contributes the best in skin cleansers and nutrients and the fifteen years' experience of her Fifth Ave. salon in New York has supplied the necessary intimate knowledge of the need of discriminating Canadian women.

—From these three centres, as her agent, we are able to offer you unexcelled preparations.

A FEW SUGGESTIONS

—VENETIAN CLEANSING CREAM—Melts on the skin, seeps into the depth of the pores and rids them of all impurities.

—ARHESA SKIN TONIC—A mild as fragrant tonic, used after a cleansing cream. Whitens and refines the skin.

—ORANGE SKIN FOOD—Patented into the face, nourishes and rebuilds worn and flabby tissue.

—MUSCLE OIL—Strengthens the underlying muscles and restores flexibility to a lined, wrinkled skin.

—Ask at the H.B.C. Toilet goods counter for "The Quest of the Beautiful," a book let which describes all the preparations and their uses.
Main Floor, H.B.C.



NEW FALL FROCKS For Every Daytime Occasion

—For street, for business and afternoon wear! Fashioned from lovely SATINS, SILK CREPES, GEORGETTES and VELVETS featuring the latest minute style tendencies in drapes, flares, pleats and various clever trimming ideas. Shown in the season's newest colors and the ever popular black. Priced from 12.95 to \$25

LOVELY NEW DRESSES For Tea, Bridge and Dinner

—Transparent velvets, rich satins, crepe romans, and lace in delightful styles for the tea hour, for bridge or dinner. Clever drapes and flares distinguish these frocks. Included are many exquisite importations from Paris featuring the heavily beaded vogue. Black is most prominent with a selected showing of new autumn color. Priced from \$25 and gradually up to \$95.

Party and Evening Dresses As Sponsored by New York and Paris

—Delightful creations for party and dainty and beautiful Paris models for more formal wear. Fashioned from filmy georgette, rustling taffeta, beautiful lace, silk crepes, and transparent velvets. Cleverly styled and trimmed. Shown in a complete selection of new shades. Priced from 13.95 to \$95
Second Floor, H.B.C.

NEW FALL MILLINERY

Makes Charming Use of Clever Paris Developments

—Decidedly dressy in character are the snug-fitting velvets in hand work shirred effects and drapings, with ornamentations of rhinestones, ornaments and motifs uniquely placed. Black is decidedly popular followed by navy, green, wine, mal, napa, Napoleon, red, rosewood and grey. Priced from 3.95 to 12.50
Second Floor, H.B.C.

New Evening Footwear

—New York and Paris styles shown in the H.B.C. Shoe Shop.
A few popular numbers:
—One straps in silver and gold kid.
—Two straps in black satin with rhinestone trimming.
—Plain pumps in patent and satin.
—Prices \$10 to \$16.

Jasper Ave., H.B.C.



The Bulletin's Page of World News Told in Pictures

St. James Cathedral; A Radio Breakfast; New Bank of England



A SMART FROCK which uses dull and glossy black satin as a foundation



ST. JAMES CATHEDRAL, MONTREAL, as seen through the arch of the Windsor Station, presents a scene of architectural beauty quite the equal of any to be seen on the North American continent. St. James Cathedral is recognized as one of the finest buildings of its kind



DEMONSTRATING A RADIO BREAKFAST: Served on the roof of the Hotel Astor it was cooked by power transmitted by radio



MR. AND MRS. WILLIAM BEEBE: The noted explorer, recently married Elwyn Thane, famous woman novelist. The ceremony was performed on Beebe's yacht Warrior, off Oyster Bay, L.I.



THE NATIONAL SPORT OF THE BOUIN ISLANDS: Native children, recently visited by the Emperor of Japan, staged this novel race



FOOTPRINTING NEW ARRIVALS: Nurses in New York hospitals avoid any possibility of difficulty arising through the mistaken identity of new-born infants



ONE OF EMPIRE'S MYSTERIES: The new Bank of England, in course of construction, is expected to cost five million pounds and will take several years to construct



WEALTHIEST GIRL: Doris Duke, fourteen, daughter of the late "Tobacco King"



LAUNCHING H.M.S. LONDON: The Lady Mayoress of London (Lady Blades) performing the opening ceremony; with her is seen the admiral superintendent. The London is one of the five new 10,000-ton class ships



AIR RACERS MEET DEATH: Within an hour of the start of the class "A" group in the New York-Spokane air derby from Curtiss Field, the Buhl entry crashed and its pilots were killed



PRINCE OF WALES' NEW HOME: Marlborough House, and the heavy traffic which pours past it on account of recent re-routing of bus traffic



SQUADRON LEADER SLATTERY, who flew Britain's Schneider Cup entry at 312 miles per hour



JAMES H. MAURER, investigating Russian Labor conditions, speaks highly of new conditions



OIL GOES UP IN SMOKE: Someone dropped a match and Sospino, one of Rumania's biggest wells near Hozam, went up in smoke

